

\$3 MILLION RATE REDUCTION FOR PP&L RESIDENTIAL AND FARM CUSTOMERS NOW IN EFFECT

Making your biggest bargain even bigger

Nine out of ten residential and farm customers
share in savings starting May 1

All residential and farm service customers (Schedule RS),
using over 60 KWH bimonthly, benefit from the new rates

OLD BIMONTHLY RATE	NEW BIMONTHLY RATE
\$2.00 minimum includes 24 KWH	\$2.00 minimum includes 24 KWH
5.0¢ per KWH for next 126 KWH	5.0¢ per KWH for next 36 KWH
3.0¢ per KWH for next 150 KWH	4.5¢ per KWH for next 80 KWH
1.0¢ per KWH for (water heating allowance — see below)	2.6¢ per KWH for next 230 KWH
2.0¢ per KWH for next 200 KWH	1.0¢ per KWH for (water heating allowance — see below)
1.5¢ per KWH for all additional KWH	1.65¢ per KWH for next 430 KWH
	1.5¢ per KWH for all additional KWH

WATER HEATING ALLOWANCE AT 1.0¢ PER KWH

30-90 gallon heaters 640 KWH	30-74 gallon heaters 640 KWH
Over 90 gallon heaters 880 KWH	Over 74 gallon heaters 840 KWH

New total-electric living rate including house heating
(Schedule RH) among lowest
anywhere in Middle-Atlantic and Northeastern U. S.

OLD RATE—MONTHLY	NEW RATE—MONTHLY
\$4.00 minimum includes 70 KWH	\$3.70 minimum includes 70 KWH
3.0¢ per KWH for next 80 KWH	2.6¢ per KWH for next 100 KWH
1.0¢ per KWH for next 400 KWH	1.0¢ per KWH for next 400 KWH
1.5¢ per KWH for all additional KWH	1.5¢ per KWH for next 930 KWH
	1.35¢ per KWH for all additional KWH

New, Low-Cost Reddy-Lite Service Has Many Applications

A new, 6650-lumen mercury vapor lamp outdoor lighting service, ideal for illuminating driveways, lawns, parking lots, farmyards and similar premises requiring wide-angled lighting for safety, convenience and protection, is now available at a flat rate of \$1.00 monthly, including electricity, installation and maintenance. PP&L will install a modern Reddy-Lite service fixture on any existing secondary pole or a newly installed pole within 150 feet and accessible to PP&L service vehicles.

Also!

Electric Space Heating and Associated Water Heating
and Air Conditioning Now Bigger Bargain
for Commercial and Industrial Customers
(Schedule HS)

OLD RATE—MONTHLY	NEW RATE—MONTHLY
\$5.00 minimum includes 250 KWH	\$5.00 minimum includes 250 KWH
1.5¢ per KWH for all additional KWH	1.5¢ per KWH for next 300 KWH KW
	1.35¢ per KWH for all additional KWH

*KW measured to nearest whole KW

**GREATER CUSTOMER USE OF SERVICE -- IMPROVED
OPERATING EFFICIENCIES BY THE COMPANY
MAKE LOWER UNIT COSTS PER KWH POSSIBLE**

With this latest reduction, the cost of electric service becomes an even bigger bargain than ever before, thus making increased use of electricity more attractive to customers. This should create even bigger opportunities for operating improvements and efficiencies and, in turn, still lower unit costs and rates for electric service.

